

Adrian McCall

Remote (US) | 832-350-4516 | adrian@adrianmccall.com | [LinkedIn](#) | [Portfolio](#)

Customer Success Manager with 10+ years across customer success, client service, and business development. Owns enterprise relationships, annual renewals, business reviews, customer reactivation, and team leadership. Builds CRM workflows, onboarding programs, and reporting systems that turn customer activity into measurable business results.

RELEVANT SKILLS & EXPERTISE

Customer Success: Adoption & Retention • Enterprise Customer Success • Renewal Management • Business Reviews • Onboarding & Enablement • Customer Reactivation • Customer Health

Systems & Operations: CRM Operations • Workflow Automation • Lifecycle Reporting • Dashboard Development • RevOps • Process Design • Project Management

Leadership & Execution: Executive Stakeholder Management • Cross-Functional Leadership • People Management • Change Management • Data-Informed Decision-Making

PROFESSIONAL EXPERIENCE

Customer Success Manager, Agent Acquisition & Enablement • Redy.com, Remote

11/2024 - 07/2026

- Built and led agent acquisition and enablement, owning onboarding, marketplace activation, operating processes, and coaching for two direct reports.
- Built a HubSpot engagement workflow serving an 18,000 agent user base, with 179,000 workflow enrollments and 655+ tracked goal completions tied to proposal activity.
- Led an engagement initiative across 419 working listings that generated 715 proposals, 492 net proposal gains, 97 walkthroughs, 41 seller selected agents, and \$64.7K in realized platform revenue.
- Managed 700+ approved agent registrations and delivered 100+ demos and onboarding sessions, guiding agents through platform use, proposals, and participation requirements.
- Built an AI assisted Google Sheets and Apps Script tool to prioritize listing risk using deadlines, proposal activity, and market context; paired it with action logs and executive KPI reporting to guide team interventions.

Customer Success Manager • CompuCycle, Houston, TX

12/2022 - 07/2024

- Led customer success across a 1,200 client base, owning Tier 1 enterprise relationships generating over \$100K in annual business per account and supervising three direct reports.
- Owned annual renewals, customer reactivation, and Tier 1 business reviews, using environmental scorecards to demonstrate service value and support ongoing customer relationships.
- Secured San Jacinto College's renewal by addressing laptop repair and tracking issues, designing mandatory CRM fields for service requirements, and taking ownership of customer communication.
- Persuaded leadership to replace Salesforce and ZoomInfo with HubSpot, independently built and launched the customized system in two days, and trained the team on its customer service channels and deal workflows.
- Added 50 Tier 1 enterprise accounts across business development and customer success roles, growing the customer group 25%, from 200 to 250 accounts.

Business Development Manager • CompuCycle, Houston, TX

10/2021 - 12/2022

- Managed engagement across 100+ concurrent enterprise client projects using Cloze CRM to coordinate account activity and customer requirements.
- Developed enterprise business through prospecting, customer discovery, service proposals, and negotiations with executive stakeholders.
- Structured service agreements and secure data destruction solutions around customer requirements, including healthcare data handling needs.

- Technical Service Representative • Poolsure, Houston, TX**

05/2018 - 09/2021

 - Provided customer service and technical support across Texas, Louisiana, and Florida, coordinating deliveries and service responses using Salesforce, Slack, and Verizon Connect.
 - Diagnosed commercial pool and water treatment issues using Certified Pool Operator training and coordinated resolution across departments.
- Inside Sales Representative • Lights Fantastic PRO, Houston, TX**

06/2015 - 04/2018

 - Managed customer proposals, RFQs, purchase orders, pricing, and procurement for commercial lighting projects.
 - Interpreted architectural plans and coordinated tailored lighting solutions with customers, using Epicor Prophet P21 to manage project and order workflows.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT
Google Project Management: Professional Certificate Completed through Merit America January 2025 Applied training in project planning, stakeholder management, cross-functional execution, risk management, quality management, and data-informed decision-making.
TECHNOLOGY
CRM & Customer Success Platforms: HubSpot • Salesforce • Dynamics 365 • Cloze CRM Operations, Automation & Enablement: ClickUp • Smartlead • Mailforge • Google Workspace • Microsoft 365 • Slack • Constant Contact • Verizon Connect • Razor ERP • Epicor Prophet P21 • Generative AI & GPT Tools Reporting & Technical Capabilities: CRM Administration • Google Apps Script • Workflow Automation • Dashboard Development • Lifecycle Reporting • Executive KPI Reporting • Process Documentation
EDUCATION
Music Vocal Performance & Education Coursework 107 credit hours completed University of North Texas, Denton, TX